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(54) Title: ADHESIVE COMPOSITION

(57) Abstract: There is described a process for preparing a pressure sensitive adhesive having enhanced resistance to water-whiten-
ing comprising the steps of: (a) forming a mixture in water of (i) an effective initial amount of a polymerization initiator which
produces radicals by a thermal decomposition to form a mixture and optional further surfactant; (ii) an effective amount of a wa-
ter-dispersible polymerizable surfactant with a terminal allyl amine moiety; polyoxyalkylene-1-(allyloxymethyl) alkyl ether sulfate
salt(s) and/or mixtures thereof, (b) forming a polymerizable aqueous pre-emulsion comprising (i) a hydrophobic monomer mixture
comprising at least one alkyl (metha)acrylate ester of an C₁₋₄ alcohol and up to about 30 % by weight of the mixture of at least one
styrenic monomer, (ii) at least about 1 % of the total weight of (i) to (iii) of one or more hydrophilic monomer(s), (iii) at least
about 5 % of the total weight of (i) to (iii) of at least one partially hydrophilic monomer(s) selected from N-vinyl pyrrolidone; alkyl
(metha)acrylate esters of methanol or ethanol; and/or mixtures thereof, the pre-emulsion further comprising effective amounts of
the surfactant (c) contacting the pre-emulsion with the water mixture; (d) continuously adding said pre-emulsion to said mixture to
polymerize said pre-emulsion to form a latex emulsion, and optionally adding further polymerization initiator during the polymer-
ization of said pre-emulsion; and (e) optionally adjusting the pH of said latex emulsion with a suitable base to a pH 5 of about 6.5 to
about 9.

ATTACHMENT E

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